

Application No. 09/781,901  
Amendment dated December 22, 2005  
Reply to Office Action of September 28, 2005

Docket No. 4150-4000US1

### **REMARKS**

Applicant respectfully requests reconsideration of this application in view of the foregoing amendments and following remarks.

#### **Status of the Claims**

Claims 1-66, 72-137, and 309-319 are pending in this application. Claims 1, 14, 27, 38, 47, 56, 72, 85, 98, 109, 118, 127 and 309 are independent. All of the pending claims (i.e., claims 1-66, 72-137, and 309-319) stand rejected. By this Amendment, all of the pending independent claims 1, 14, 27, 38, 47, 56, 72, 85, 98, 109, 118, 127 and 309 have been amended. Dependent claims 310 and 312 are also amended consistent with amended claim 309. Claims 55-66 are cancelled without prejudice or disclaimer. No new matter has been added by this amendment.

#### **Rejection under 35 U.S.C. §103**

Claims 1-66, 72-137, and 309-319 have been rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,938,051 to Burger et al. ("Burger").

Burger discloses an electronic Yellow Pages viewer that shows the pages of a Yellow Pages directory as they appear in the bound version (i.e., hard copy) of the directory. Fig. 3 of Burger shows a graphical user interface (GUI) by which a user can locate and view any page in a Yellow Pages directory. A user may scroll through the headings in the tree view 329 in the left pane 311 and click on the desired heading of the directory. Each of the headings may be expanded to show sub-headings by clicking on the plus sign 333. Upon clicking on a heading, the left pane 313 shows an associated page view of the clicked heading (i.e., a Yellow Page view).

Application No. 09/781,901  
Amendment dated December 22, 2005  
Reply to Office Action of September 28, 2005

Docket No. 4150-4000US1

Independent claims 1, 14, 27, 38, 47, 56, 72, 85, 98, 109, 118, 127 and 309 have been amended for further clarification. In particular, each of the amended independent claims requires that a second level search category linked to an associated first level search category specifies a subcategory related to the linked first level search category. For example, if a user clicked on the “Barbecue” at the first interface as a first level search category, the system/method of the present invention presents a second interface containing “Accessories”, “Custom Built”, “BBQ Sauces”, “General Information”, “Manufacturers”, “Recipes”, “Restaurant Chains” and “Retailers” as second level search categories as shown in Fig. 6 of the specification. These second level search categories, which are pre-selected and uploaded by a service provider, further specify different related subcategories of the selected first level search category (i.e., Barbecue). The user then may click on, e.g., the “Manufacturers” to view different manufacturers such as shown in Fig. 7 of the specification. This feature of the invention guides the user by narrowing the user’s search on each level to quickly arrive at a target point (e.g., a manufacturer of barbecue) without encountering unnecessary and unrelated results.

In contrast, there is no such teaching, motivation or suggestion in Burger to link a second level search category to a first level search category wherein each second level search category specifies a subcategory related to the linked first level search category as required by the amended claims as shown above. For example, a portion of Burger merely describes that “[t]he left pane 311 displays the headings of the directory in a tree view 329, which is initially un-hit) expanded; for example, under the heading 331 for “Churches,” sub-headings for churches of various denominations can be displayed by clicking on the plus sign 333.” (col. 8, lines 30-35 of Burger). In Burger, the sub-headings that appear by clicking on the plus sign 333 (e.g., Cigar,

Application No. 09/781,901  
Amendment dated December 22, 2005  
Reply to Office Action of September 28, 2005

Docket No. 4150-4000US1

Cigarette...) shown in Fig. 3 are unrelated to the previous heading (e.g., Churches). In other words, Burger's next level search categories are not subcategories that relate at all to the subject matter of the previous selected search category. Thus, Burger does not teach or suggest guiding the user by narrowing the user's search on each level to quickly arrive at a target point without encountering unnecessary and unrelated results which delay the search.

Accordingly, each of amended independent claims 1, 14, 27, 38, 47, 56, 72, 85, 98, 109, 118, 127 and 309 is believed neither anticipated by nor rendered obvious in view of Burger for at least the reasons discussed above.

Reconsideration and withdrawal of the rejections of claims 1, 14, 27, 38, 47, 56, 72, 85, 98, 109, 118, 127 and 309 under 35 U.S.C. §103(a) is respectfully requested.

Applicant has not individually addressed the rejections of the dependent claims because Applicant submits that the independent claims from which they respectively depend are in condition for allowance as set forth above. Applicant, however, respectfully reserves the right to address such rejections of the dependent claims if necessary.

Applicant believes that the application as amended is in condition for allowance over the cited prior art reference and such action is respectfully requested.

Application No. 09/781,901  
Amendment dated December 22, 2005  
Reply to Office Action of September 28, 2005

Docket No. 4150-4000US1

**AUTHORIZATION**

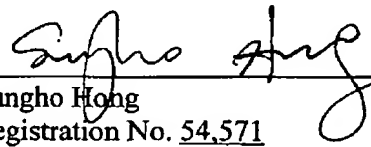
No petitions or additional fees are believed due for this amendment and/or any accompanying submissions. However, to the extent that any additional petitions and/or fees are required, including a petition for extension of time, Applicant hereby petitions the Commissioner to grant such petition, and hereby authorizes the Commissioner to charge any additional fees, including any fees which may be required for such petition to Deposit Account No. 13-4500 (Order No. 4150-4000US1). A DUPLICATE COPY OF THIS SHEET IS ENCLOSED.

An early and favorable examination on the merits is respectfully requested.

Respectfully submitted,  
MORGAN & FINNEGAN, L.L.P.

Dated: December 22, 2005

By:

  
Sungho Hong  
Registration No. 54,571

**Correspondence Address:**

MORGAN & FINNEGAN, L.L.P.  
3 World Financial Center  
New York, NY 10281-2101  
(212) 415-8700 (Telephone)  
(212) 415-8701 (Facsimile)

Application No. 09/781,901  
Amendment dated December 22, 2005  
Reply to Office Action of September 28, 2005

Docket No. 4150-4000US1

**AUTHORIZATION**

No petitions or additional fees are believed due for this amendment and/or any accompanying submissions. However, to the extent that any additional petitions and/or fees are required, including a petition for extension of time, Applicant hereby petitions the Commissioner to grant such petition, and hereby authorizes the Commissioner to charge any additional fees, including any fees which may be required for such petition to Deposit Account No. 13-4500 (Order No. 4150-4000US1). A DUPLICATE COPY OF THIS SHEET IS ENCLOSED.

An early and favorable examination on the merits is respectfully requested.

Respectfully submitted,  
MORGAN & FINNEGAN, L.L.P.

Dated: December 22, 2005

By:

  
Sungho Hong  
Registration No. 54,571

Correspondence Address:

MORGAN & FINNEGAN, L.L.P.  
3 World Financial Center  
New York, NY 10281-2101  
(212) 415-8700 (Telephone)  
(212) 415-8701 (Facsimile)